

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4470

STREET ADDRESS:  
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Sacramento, CA 95814  
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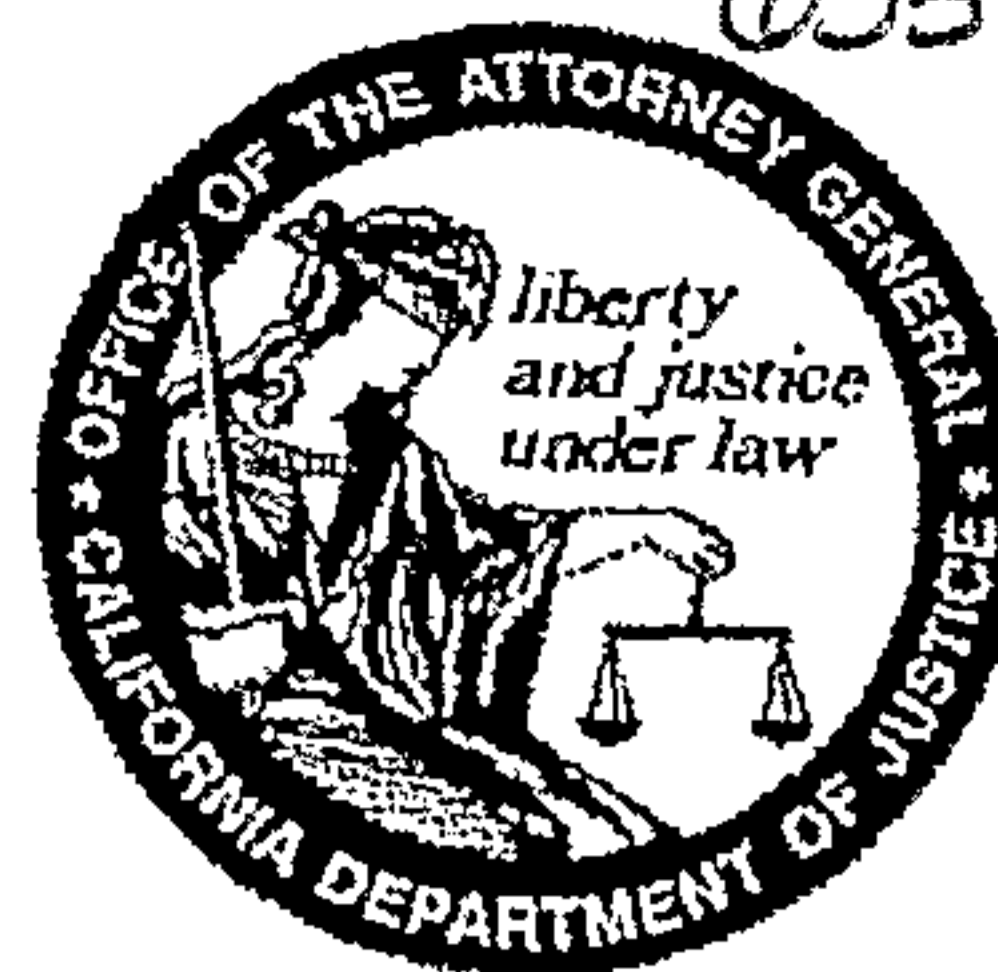
WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

## COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

### ANNUAL FINANCIAL REPORT FOR 2003 (California Government Code Section 12599)

Failure to file annual financial report by January 30<sup>th</sup> annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



#### Name and Address of Commercial Fundraiser:

653

G & M PUBLIC RELATIONS, INC.  
4429 E. VILLAGE ROAD  
LONG BEACH, CA 90808

#### Name and Address of Charitable Organization:

CT No. NA F.E.I.N. No. 95-398-2067

Sacramento County Deputy Sheriffs' Association  
Name of charity

1700 I Street Suite 100  
Address of charity

Sacramento CA 95814  
City, State, and ZIP code of charity

Figures from (check one): National Campaign ☐ California Campaign ☐

Telemarketing / Publication held (on) (from) January 1, 2003, to December 31, 2003.  
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☐ Percent age ☐ Other ☐  
If other, provide brief explanation \_\_\_\_\_

#### 1. REVENUE

A. Cash contributions

202,744.00

A.

B. Entertainment sales or admission charges

B.

C. Sales from products

C.

D. Advertisement sales

D.

E. Membership fees

E.

F. Other sources: (Specify)

Fa.

a. \_\_\_\_\_

Fb.

b. \_\_\_\_\_

Fc.

c. \_\_\_\_\_

Fd.

d. \_\_\_\_\_

G. TOTAL REVENUE

202,744.00 G.

#### 2. EXPENSES

A. Fees or commissions

(-22,544.85)

A.

B. Salaries

105,018.32

B.

C. Payroll taxes

8,654.47

C.

D. Employee benefits

14.04

D.

E. Cost of merchandise for resale

E.

F. Cost of entertainment

F.

G. Postage

3,876.71

G.

H. Advertising

H.

I. Telephone

7,328.34

I.

J. Rental of equipment

J.

K. Facilities charge

K.

L. Permits

59.44

L.

M. Other expenses: (Specify)

a. Outside Labor

109.70

Ma.

b. Direct Mail

2,773.63

Mb.

c. Production of Publications

15,920.14

Mc.

d. Promotional material

3,513.26

Md.

N. TOTAL EXPENSES

162,195.20 N.

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES  
ANNUAL FINANCIAL REPORT FOR 20\_\_\_\_\_

(California Government Code Section 12599)

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3. Amount to charity (subtract line 2N from line 1G) 40,548<sup>80</sup> 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 40,548<sup>80</sup> 6.
7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?
- ☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

\_\_\_\_\_  
Signature of authorized officer (commercial fundraiser)      ERICK MERO      PRES      3/24/04  
Printed name      Title      Date

This report must be signed by two officers or directors of the charitable organization for verification.

\_\_\_\_\_  
Signature of authorized officer/director (charity)      STEVEN FISK      PRESIDENT      03/24/04  
Printed name      Title      Date

\_\_\_\_\_  
Signature of authorized officer/director (charity)      MARLIN WEINBERGER      BUSINESS AGENT      3/24/04  
Printed name      Title      Date

RECEIVED  
SEP 24 2004  
Attorney General's  
Registry of Charitable Trusts

RECEIVED  
OCT 22 2004  
Attorney General's  
Registry of Charitable Trusts

G & M Public Relations, Inc.  
Attorney General Report  
December 31, 2003  
Department #50

Direct      G & A      Total

This schedule is an addendum to form CT-2cf (04/97).

M e.	Office supplies and expense	9,613.95	4.74%
M f.	Office rent	7,250.93	3.58%
M g.	Employee recruiting	1,419.25	0.70%
M h.	Legal and accounting	3,051.03	1.50%
M i.	Insurance	3,895.56	1.92%
M j.	Payroll service	1,650.19	0.81%
M k.	Transportation/Auto	4,750.85	2.34%
M l.	Franchise Tax Board	2,088.70	1.03%
M m.	FIT Tax	-	0.00%
M n.	Computer expense	3,751.54	1.85%
		<u>37,472.00</u>	

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SEP 24 2004  
Attorney General's  
Registry of Charitable Trusts

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